

**In the Specification:**

Please replace the paragraph beginning on page 45, line 15 of the originally filed specification with the following amended paragraph:

The above described system and method for the effective implementation of a Push-Pull Gateway between iBOC enabled consumer devices and remote content provider centers has been described with respect to particular embodiments thereof. While various preferred embodiments have been shown and described, it will be understood that there is no intent to limit the invention by such disclosure, but rather, it is intended to cover all modifications and alternate constructions falling within the spirit and scope of the invention, as defined in the appended claims. For example, the present invention should not be limited by software/program, computing environment, specific computing hardware, choice of communication protocols, number of transmitters, and number of Push/Pull gateways used.